



universals®  
the living difference

# BUILDING A SUCCESSFUL DIGITAL & BRAND STRATEGY

Universal Homes is a one of New Zealand's largest, most established, stable and trusted building companies, with over 55 years building experience in New Zealand.

## TRAFF1K D1G1TAL WAS ENGAGED TO:

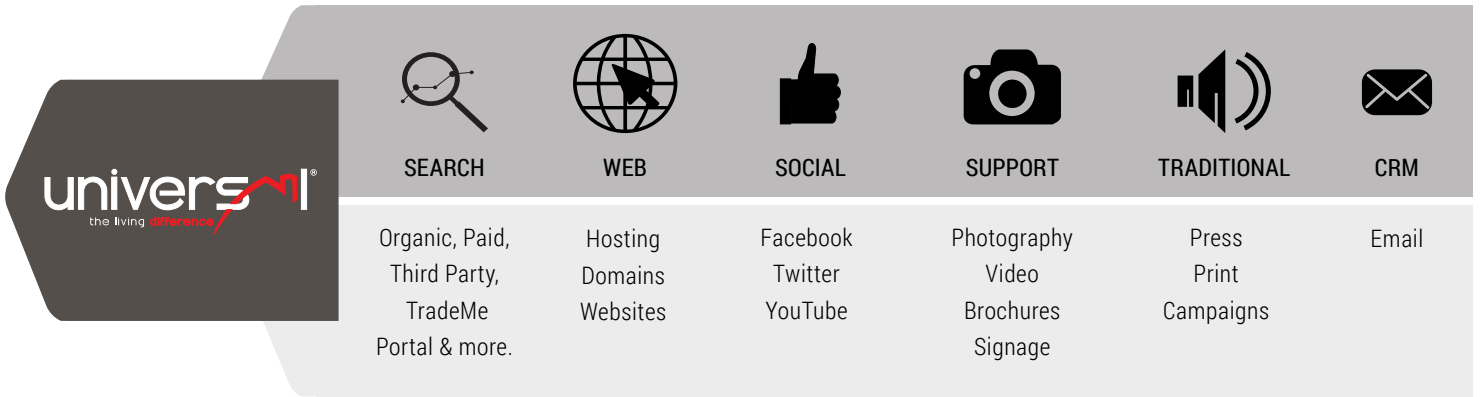
Implement full Brand and Digital Strategy.

Search, Web, Social Media, Traditional Media including full agency service and support.

**ANALYSIS:** The quality and value of the Universal land-house 'planned community' package was being compared unfavorably to traditional one-off land purchase + spec builders approach. Investment buyers were reticent to purchase new homes; favouring older homes with refurbishment.

The Universal market are people looking for existing new built homes, not those who have decided to take on the challenge of building their custom-designed "new dream home". Estates, by their very nature, attract those who have already decided to build new (because they think they can do it better than what exists in the market). As a result, Universal then has to go about re-convincing them to buy a new home that already exists and competing against traditional real estate agencies.

# STRATEGY:

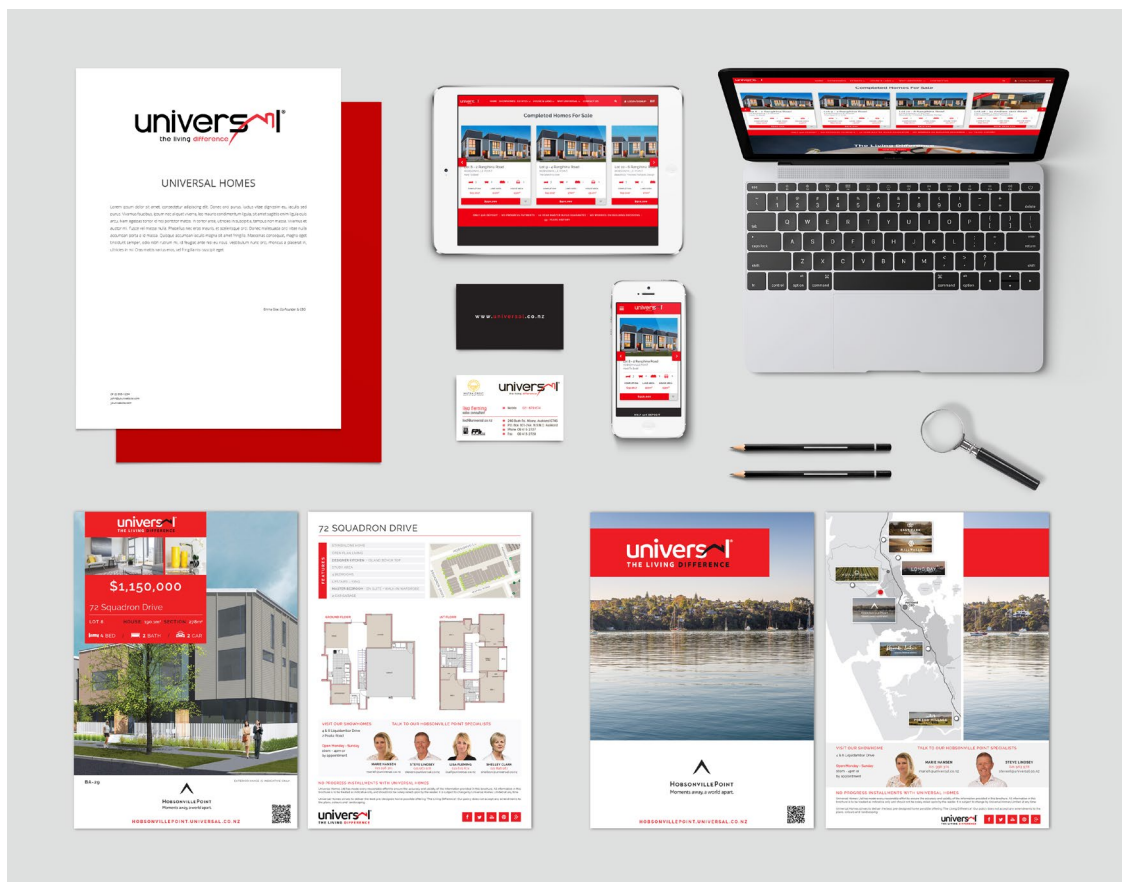


## DIGITAL STRATEGY

## BRAND STRATEGY

# CONCEPT DESIGN:

Simple, clean, fresh, brand compliant design. Simplicity made it much easier for visitors and helps them make decisions.



# RESULTS:

<b>REBRAND</b>	<b>4,000,000</b>	<b>419</b>	<b>+SALES</b>	<b>1,600%</b>
OF UNIVERSAL HOMES	VIEWS OVER AN 8 MONTH PERIOD	KEYWORDS IN GOOGLE 1ST PLACE	MORE SALES IN 2010, 2011, 2012, 2013, 2014, 2015 & 2016.	INCREASE IN WEBSITE TRAFFIC

Source: Universal Homes Google Analytics, 01 January 2015 – 01 August 2015.